

AMENDMENTS to the CLAIMS

A detailed listing of all claims that are, or were, in the present application is provided below. The status of each claim is identified, and markings indicate changes that have been made to any claims being currently amended by this Amendment.

1. (CURRENTLY AMENDED) A method for adjusting a price of at least one of a plurality of products, comprising:

- providing an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;
- providing an indication of an available price adjustment;
- providing an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one a ~~at least one a~~ subsidizer different from the at least one merchant and the qualifying action concerns a product of the subsidizer; and
- determining a second price for at least one of said plurality of products
- receiving an acceptance of the subsidy offer; and
- providing the price adjustment to the customer.

2.-3. (CANCELLED)

4. (ORIGINAL) The method of claim 1, wherein said providing an indication of an initial price for each of said plurality of products and a price adjustment occurs after said providing an indication of a subsidy offer.

5.-7. (CANCELLED)

8. (CURRENTLY AMENDED) The method of claim 1, further comprising, prior to providing the price adjustment ~~wherein said determining a second price for at least one of said plurality of products, occurs after~~ receiving an indication of a completion of said qualifying action.

9. (CURRENTLY AMENDED) The method of claim 1, further comprising, prior to providing the price adjustment wherein said determining a second price for at least one of said plurality of products, ~~occurs after~~ receiving an indication of a commitment to complete said qualifying action.

10.-12. (CANCELLED)

13. (CURRENTLY AMENDED) The method of claim 1, further comprising, prior to providing the price adjustment to the customer, [:] verifying completion of said qualifying action.

14. (CANCELLED)

15. (ORIGINAL) The method of claim 1, further comprising:
adjusting a second price of at least one of said plurality of products if said qualifying action is not completed.

16. (ORIGINAL) The method of claim 1, further comprising:
adjusting a second price of at least one of said plurality of products if an indication of a completion of said qualifying action is not received within a predetermined period of time.

17. (CURRENTLY AMENDED) The method of claim 1, further comprising:
providing an indication of a record of a a [said] second price of at least one of said plurality of products.

18. (ORIGINAL) The method of claim 17, wherein said record is provided to at least one of the following:

- a merchant;
- a merchant device;
- a customer;
- a customer device;
- a subsidizer; and
- a subsidizer device.

19. (ORIGINAL) The method of claim 17, further comprising:
verifying accuracy of said record.

20. (ORIGINAL) The method of claim 17, wherein said record includes an electronic signal.

21. (ORIGINAL) The method of claim 17, wherein said record is in electronic format.

22. (ORIGINAL) The method of claim 17, wherein said record is provided in tangible form.

23. (ORIGINAL) The method of claim 1, further comprising:
receiving an indication of a record from a merchant regarding at least one of said plurality of products.

24. (ORIGINAL) The method of claim 23, further comprising:
verifying accuracy of said record.

25. (PREVIOUSLY PRESENTED) The method of claim 24, wherein said verifying accuracy of said record includes comparing a price for a product identified in said record with a second price of a product from said plurality of products.

26.-27. (CANCELLED)

28. (PREVIOUSLY PRESENTED) The method of claim 1, wherein said merchant is a restaurant.

29. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:
providing to the at least one merchant an indication of an acceptance of said subsidy offer.

30. (ORIGINAL) The method of claim 1, wherein at least one of said plurality of products is provided by a restaurant.

31. (ORIGINAL) The method of claim 1, further comprising:
receiving a customer identifier.

32. (ORIGINAL) The method of claim 31, further comprising at least one of the following:

receiving a merchant identifier associated with said customer identifier; and
receiving a payment identifier associated with said customer identifier.

33. (ORIGINAL) The method of claim 1, further comprising:
providing an indication of a second price associated with at least one of said plurality of products.

34. (ORIGINAL) The method of claim 1, further comprising:
providing an indication of an adjustment amount.

35. (CANCELLED)

36. (ORIGINAL) The method of claim 34, wherein said indication of an adjustment amount is provided to at least one of the following:

- a merchant;
- a merchant device;
- a subsidizer;
- a subsidizer device;
- a customer;
- a customer device; or
- a controller.

37. (ORIGINAL) The method of claim 34, further comprising receiving an indication of an allocation of said adjustment amount to at least one of said plurality of products.

38. (CANCELLED)

39. (ORIGINAL) The method of claim 1, further comprising:
allocating an adjustment amount to at least one of said plurality of products.

40. (ORIGINAL) The method of claim 1, further comprising:
determining an adjustment amount.

41. (ORIGINAL) The method of claim 1, further comprising:
receiving an indication of a group of products prior to said providing an indication of a plurality of products.

42. (ORIGINAL) The method of claim 41, wherein said indication is received from:

- a merchant;
- a merchant device;
- a customer;
- a customer device;
- a subsidizer; and
- a subsidizer device.

43. (ORIGINAL) The method of claim 41, wherein said group of products is a subset of said plurality of products.

44. (ORIGINAL) The method of claim 41, wherein said plurality of products is a subset of said group of products.

45. (ORIGINAL) The method of claim 1, further comprising:
receiving an indication of a subsidization of a lowering of an initial price for at least one of said plurality of products.

46. (ORIGINAL) The method of claim 1, wherein said indication of a plurality of products includes an indication of an initial price for at least one of said plurality of products.

47. (ORIGINAL) The method of claim 1, wherein said indication of a plurality of products includes an indication of an initial price for each of said plurality of products.

48. (ORIGINAL) The method of claim 1, further comprising:
providing an indication of an initial price for at least one of said plurality of products.

49. (ORIGINAL) The method of claim 1, further comprising:
providing an indication of an initial price for each of said plurality of products.

50. (ORIGINAL) The method of claim 1, further comprising:
receiving an indication of said price adjustment.

51. (ORIGINAL) The method of claim 50, wherein said indication of said price adjustment is received from at least one of the following prior to said sending an indication of an available price adjustment:

- a subsidizer;
- a subsidizer device;
- a merchant; or
- a merchant device.

52. (ORIGINAL) The method of claim 1, further comprising:
determining a subsidization amount.

53. (CURRENTLY AMENDED) The method of claim 52, in which ~~wherein said~~ determining a subsidization amount includes receiving an indication from a subsidizer establishing said subsidization amount.

54. (ORIGINAL) The method of claim 52, further comprising:
determining said price adjustment, wherein said price adjustment is less than or equal to said subsidization amount.

55. (ORIGINAL) The method of claim 52, further comprising:
allocating said subsidization amount across a plurality of price adjustments.

56. (CURRENTLY AMENDED) A method for adjusting a total price for a plurality of products, comprising:

providing an indication of a plurality of products, wherein the plurality of products are associated with at least one merchant;

providing an indication of an initial total price of said plurality of products and a price adjustment;

providing an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant, and the qualifying action concerns a product of the subsidizer; and

adjusting said initial total price of said plurality of products by said price adjustment.

57. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of an acceptance of said subsidy offer.

58. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of a completion of said qualifying action.

59. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of a commitment to complete said qualifying action.

60. (CURRENTLY AMENDED) A method for adjusting a price for each of a plurality of products, comprising:

providing an indication of a plurality of products, wherein the plurality of products are associated with at least one merchant;

providing an indication of an initial price for each of said plurality of products and a corresponding price adjustment for each of said plurality of products;

providing an indication of a subsidy offer associated with said plurality of products, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant and the qualifying action concerns a product of the subsidizer; and

adjusting said initial price for at least one of said plurality of products by its corresponding price adjustment.

61. (ORIGINAL) The method of claim 60, wherein said adjusting said initial price for at least one of said plurality of products occurs after receiving an indication of an acceptance of said subsidy offer.

62. (ORIGINAL) The method of claim 60, wherein said adjusting said initial price for at least one of said plurality of products occurs after receiving an indication of a completion of said qualifying action.

63. (ORIGINAL) The method of claim 60, further comprising:
receiving a request for information regarding a selection of products.

64. (ORIGINAL) The method of claim 63, wherein said plurality of products is a subset of said selection of products.

65.-68. (CANCELLED)

69. (CURRENTLY AMENDED) A method for adjusting prices of one or more items available at a restaurant, comprising:

receiving a request from a customer utilizing a wireless device for a list of items associated with a restaurant;

providing an indication of said list, wherein said list includes a plurality of items available from said restaurant, each of said plurality of items having an associated initial price and an associated price adjustment available upon completion of a qualifying action that the customer must agree to perform to receive the price adjustment, wherein the qualifying action is associated with a third party entity different from the restaurant and concerns a product of the third party entity;

receiving an indication of a commitment from the customer to complete said qualifying action; and

adjusting the associated initial price of at least one of said plurality of items by its respective price adjustment.

70. (ORIGINAL) The method of claim 69, wherein said list of items comprises a menu.

71. (CURRENTLY AMENDED) A method for adjusting a price of at least one item available at a restaurant, comprising:

receiving a request from a customer utilizing a wireless device in a restaurant for a plurality of items associated with the [a] restaurant;

providing an indication of said plurality of items, each of said plurality of items having an associated initial price;

providing an indication of a plurality of qualifying actions associated with said plurality of items, each of said qualifying actions having an associated price adjustment and an action that the customer must agree to perform to receive a price adjustment, wherein each qualifying action is ~~and an~~ associated with a third party entity different from the restaurant and concerns a product of the third party entity;

receiving an indication of a selected one of said plurality of qualifying actions;

determining an adjusted price for at least one of said plurality of items using said price adjustment associated with said at least one of said plurality of qualifying actions; and

providing an indication of said adjusted price for at least one of said plurality of items.

72. (ORIGINAL) The method of claim 71, further comprising:

receiving a verification request.

73. (ORIGINAL) The method of claim 72, wherein said verification request includes at least one item and a price associated with said at least one item.

74. (ORIGINAL) The method of claim 73, further comprising:

verifying accuracy of said price associated with said at least one item in said verification request.

75. (CURRENTLY AMENDED) A method for adjusting prices of at least one item available at a restaurant, comprising:

receiving a request from a customer utilizing a wireless device in a restaurant for a menu of items associated with a restaurant;

providing an indication of said menu, wherein said indication includes an item available from said restaurant, said item having an associated initial price and an associated price adjustment available upon completion of a qualifying action that the customer must agree to perform to receive the price adjustment, wherein the qualifying action is associated with a third party entity different from the restaurant and concerns a product of the third party entity;

receiving an indication of a commitment from the customer to complete said qualifying action; and

determining a second price for said item using said price adjustment.

76. – 80. (CANCELLED)

81. (CURRENTLY AMENDED) A method for adjusting prices of one or more items available at a restaurant, comprising:

providing a request from a wireless device for a list of items associated with a restaurant;

receiving an indication of said list, wherein said list includes a plurality of items available from said restaurant, each of said plurality of items having an associated initial price and an associated price adjustment available upon completion of a qualifying action, wherein the qualifying action is associated with a third party entity different from the restaurant and concerns a product of the third party entity;

providing an indication of a commitment to complete said qualifying action; and

receiving an indication of an adjustment of at least one of said plurality of items initial price by its respective price adjustment.

82.-91 (CANCELLED)

92. (CURRENTLY AMENDED) A system for adjusting the price of at least one product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said

processor being operative to:

provide an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

provide an indication of a price adjustment;

provide an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that the customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant and concerns a product of the subsidizer; and determine a second price for at least one of said plurality of products.

93. (CURRENTLY AMENDED) A computer readable medium for use in a pricing system, the computer readable medium storing a computer program comprising:

computer readable means for sending an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

computer readable means for sending an indication of a price adjustment;

computer readable means for sending an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that the customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant and concerns a product of the subsidizer; and

computer readable means for establishing a second price for at least one of said plurality of products.

94. (CURRENTLY AMENDED) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

provide an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;
provide an indication of a price adjustment;
provide an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant and concerns a product of the subsidizer; and
determine a second price for at least one of said plurality of products.

95. (CURRENTLY AMENDED) An apparatus, comprising:
means for sending an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;
means for sending an indication of a price adjustment;
means for sending an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment, wherein the subsidy offer is ~~and being~~ associated with at least one subsidizer different from the at least one merchant and concerns a product of the subsidizer;
and
means for establishing a second price for at least one of said plurality of products.

96. (NEW) The method of claim 1, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

97. (NEW) The method of claim 56, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

98. (NEW) The method of claim 60, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

99. (NEW) The method of claim 69, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

100. (NEW) The method of claim 71, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

101. (NEW) The method of claim 75, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

102. (NEW) The method of claim 81, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

103. (NEW) The system of claim 92, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

104. (NEW) The computer readable medium of claim 93, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

105. (NEW) The article of manufacture of claim 94, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

106. (NEW) The apparatus of claim 95, wherein the merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.